

ABSTRACT

AGUS KUSDIYONO. The effect of promotion to the sales at Café “Goeboex Coffee” Yogyakarta. Guided by Agus Santosa and Heni Handri Utami, This study aimed to analyze the effect of the cost of advertising, personal selling costs and publicity costs to sales value "Goeboex Coffee" Yogyakarta. This research uses the case study method. The data used in this study is primary data and secondary data. To analyze the influence of advertising, personal selling, and publicity of the value of sales in Goeboex Coffee café, then using multiple regression analysis models. The results of this study indicate that: 1) In descriptive changes that occur between the cost of advertising, personal selling costs, publicity costs and the value of sales has increased and decreased over the period of time per month in 2011; 2) Variable cost of advertising, personal selling costs and publicity costs simultaneously significant effect on the value of sales in the Cafe "Coffee Goeboex" Yogyakarta. This is evidenced by the value obtained at 18.189 Fhitung and error probability (p) = 0.001 at the significance level of 0.05 and $p < 0.05$ or ($0.001 < 0.05$); and 3) the cost of advertising, personal selling costs, publicity costs partially significant effect on the value of sales with a significance level of less than 0.05 thitung.

Keywords: Promotion, Sales, "Goeboex Coffee".